

FIG. 1

FIG. 2

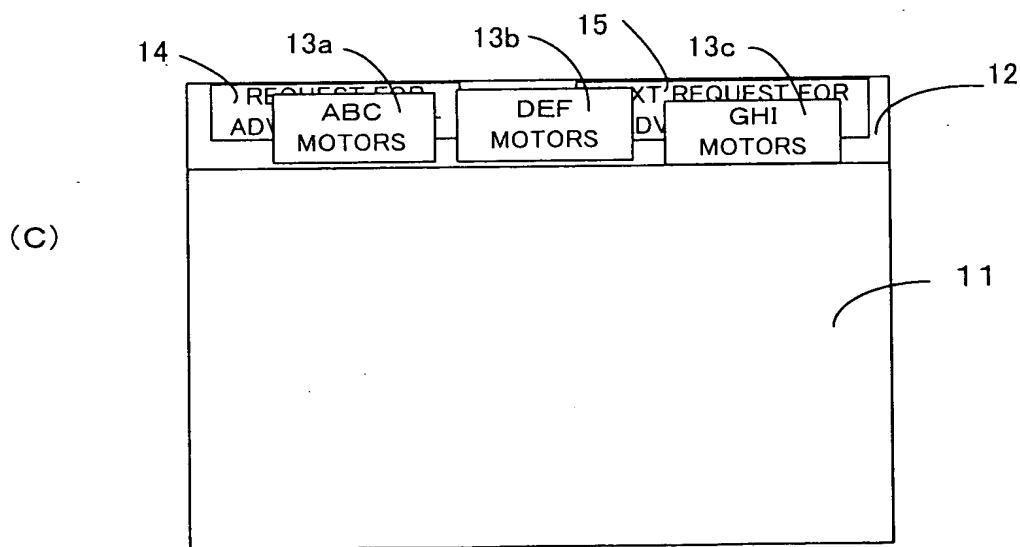
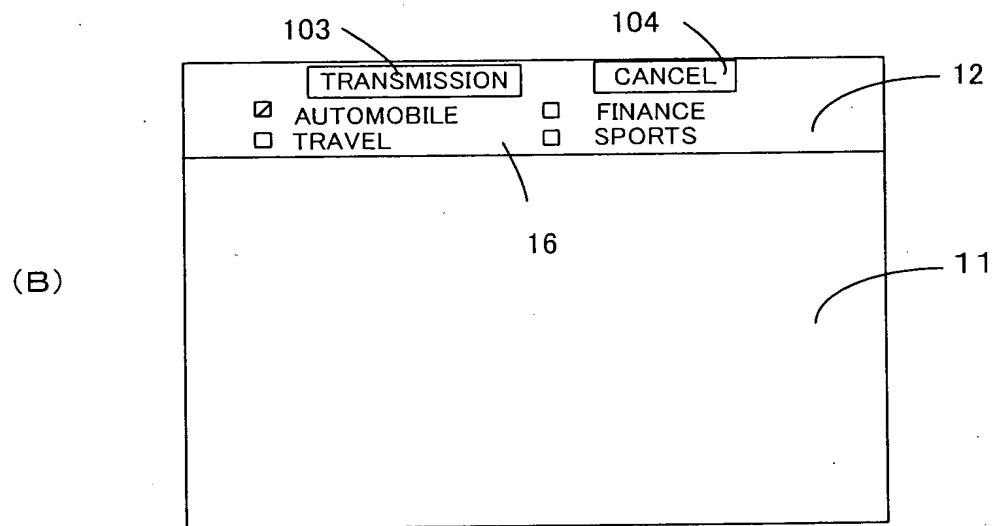
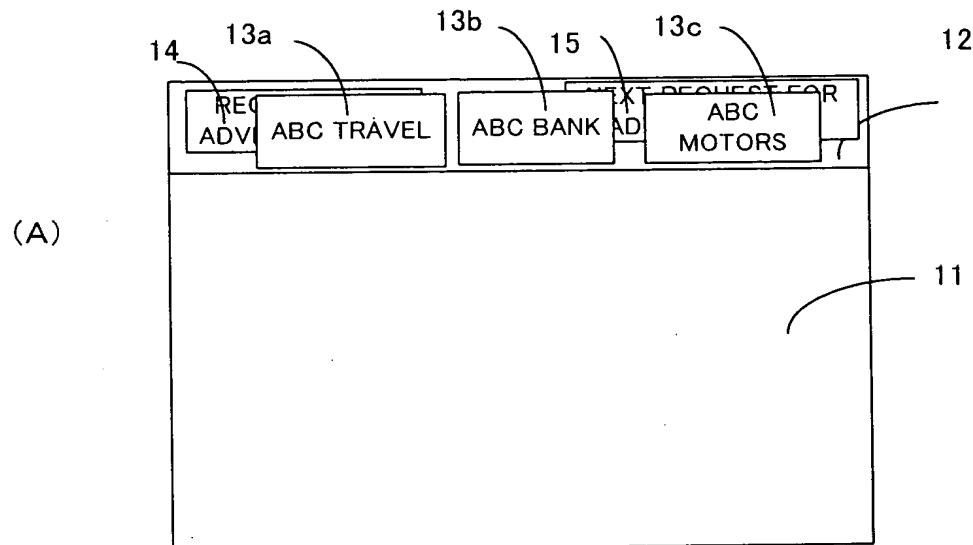


FIG. 3

(A)

<input checked="" type="checkbox"/> HOBBY	<input type="checkbox"/> HEALTH
<input type="checkbox"/> BUSINESS	<input type="checkbox"/> LIFE

16

11

(B)

<input checked="" type="checkbox"/> SPORTS	<input type="checkbox"/> AUTOMOBILE
<input type="checkbox"/> TRAVEL	<input type="checkbox"/> FISHING

16

11

(C)

<input type="checkbox"/> BASEBALL	<input type="checkbox"/> SOCCER
<input type="checkbox"/> TENNIS	<input type="checkbox"/> RUGBY

16

11

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FIG. 4

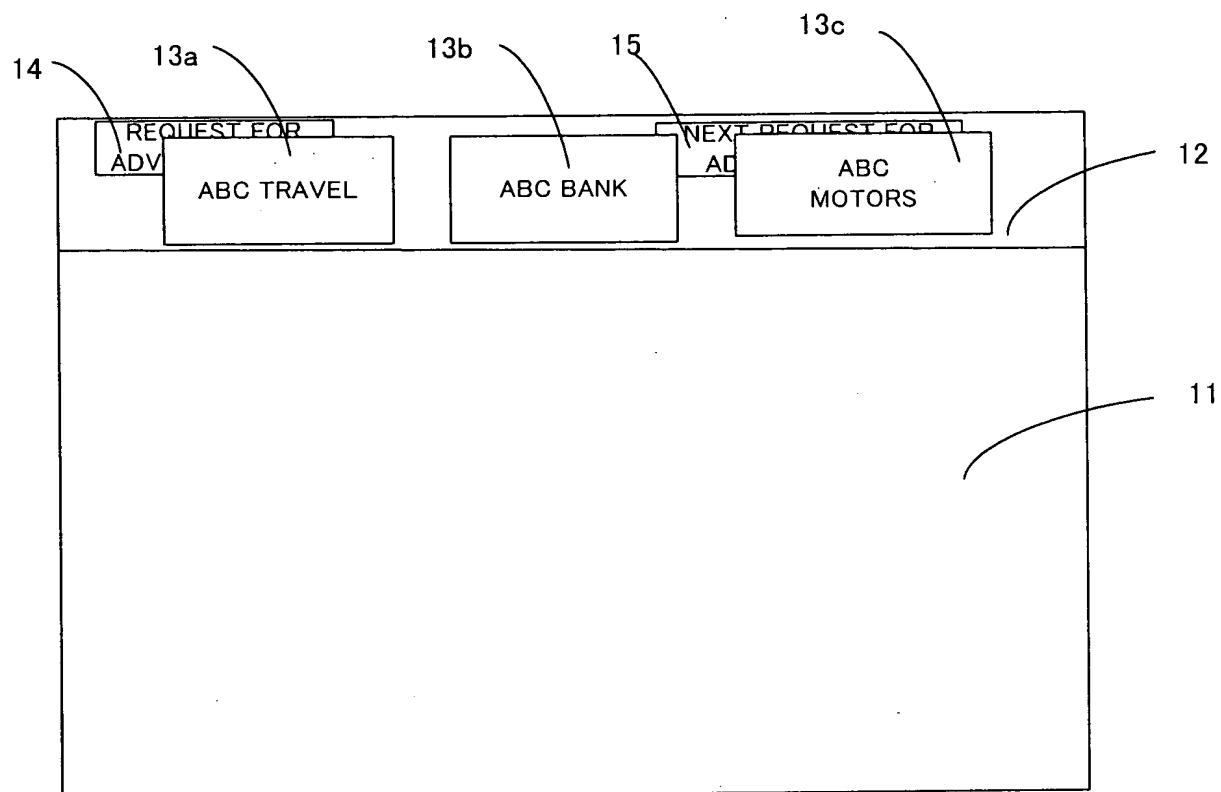


FIG. 5

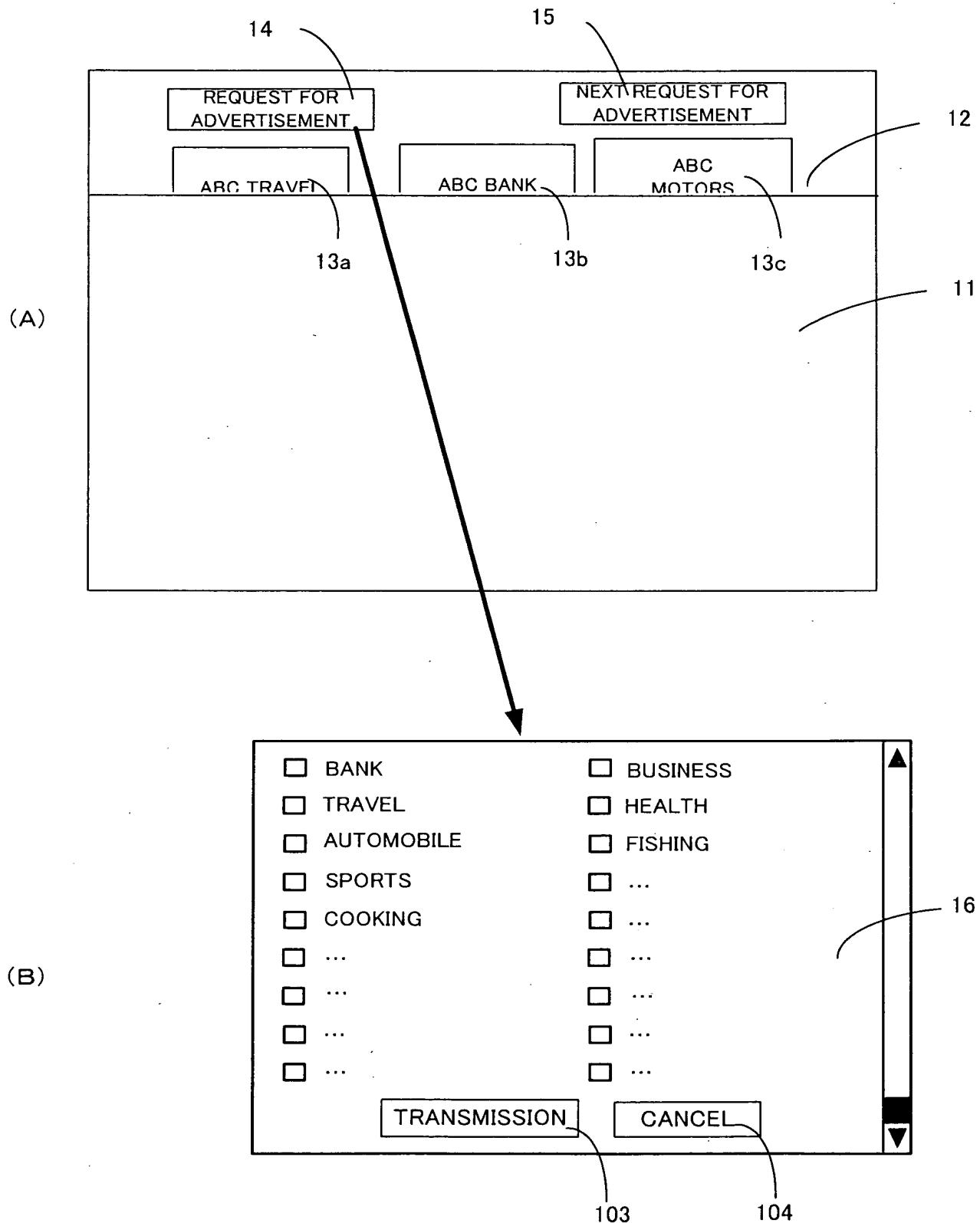


FIG. 6

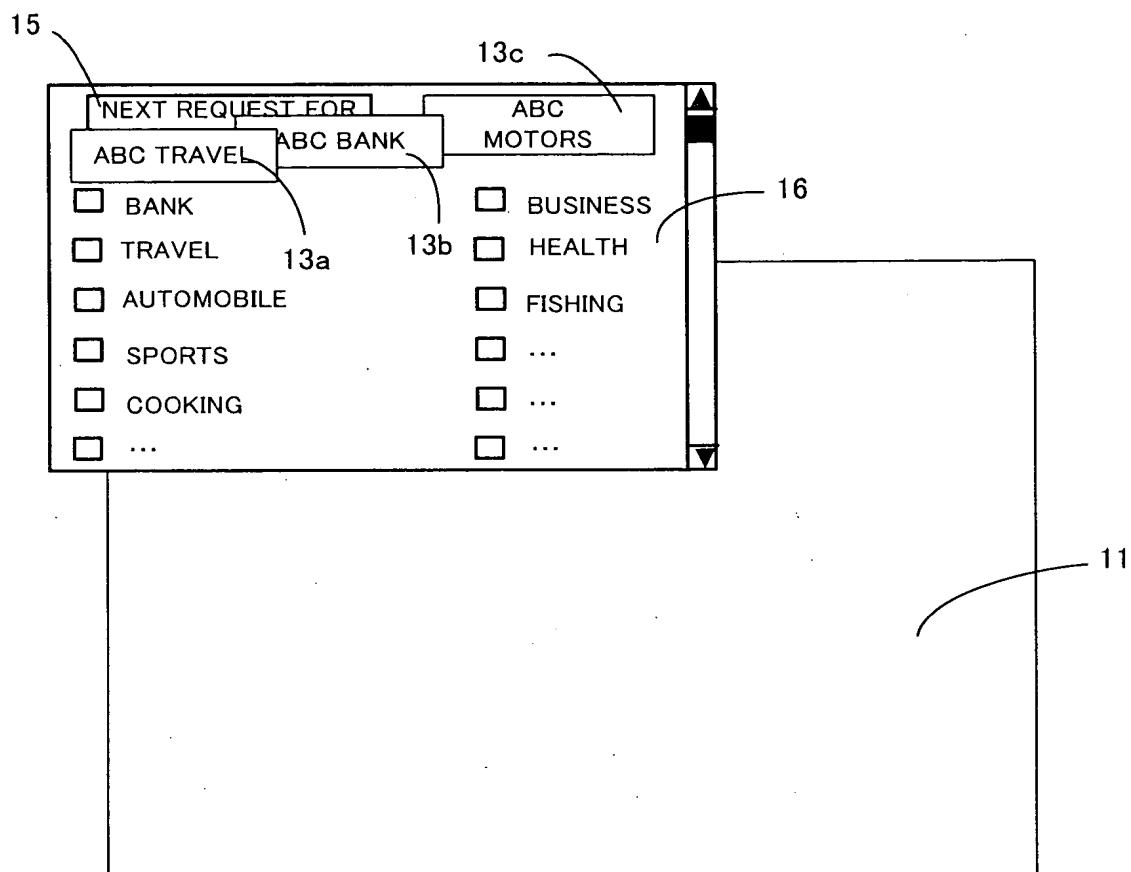
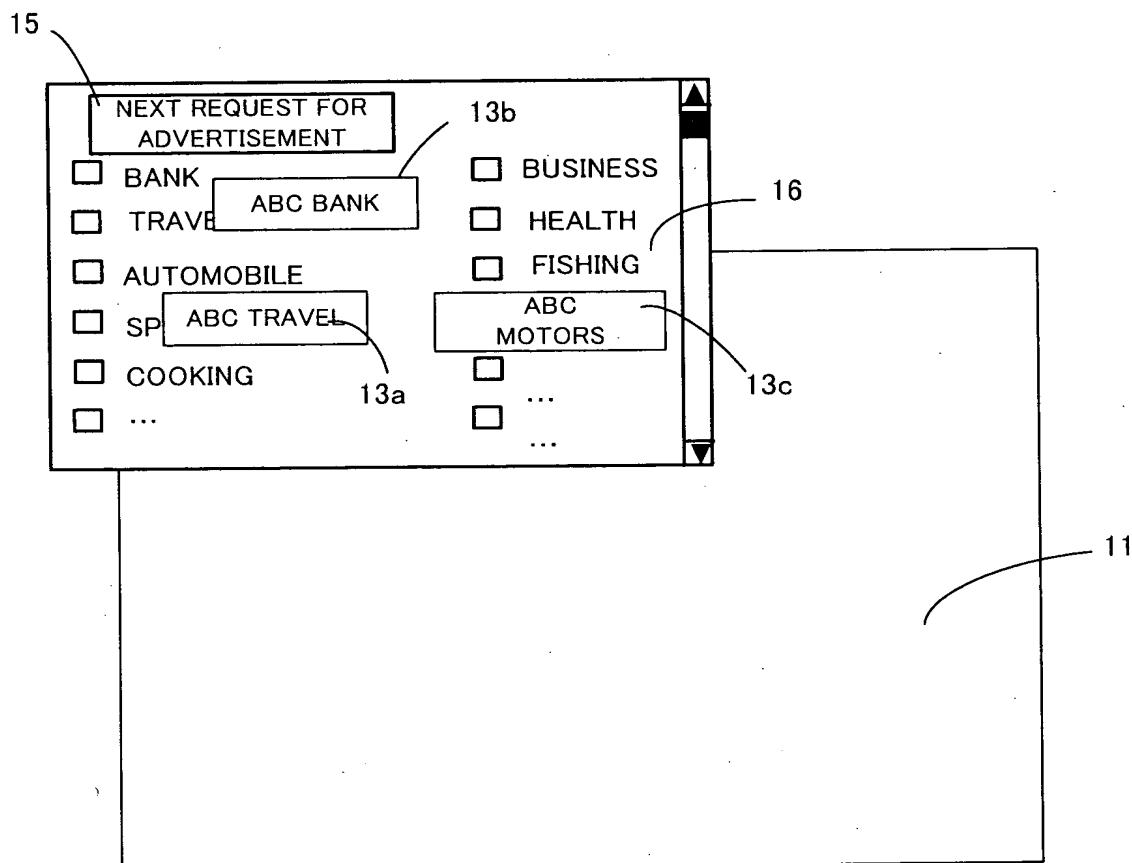
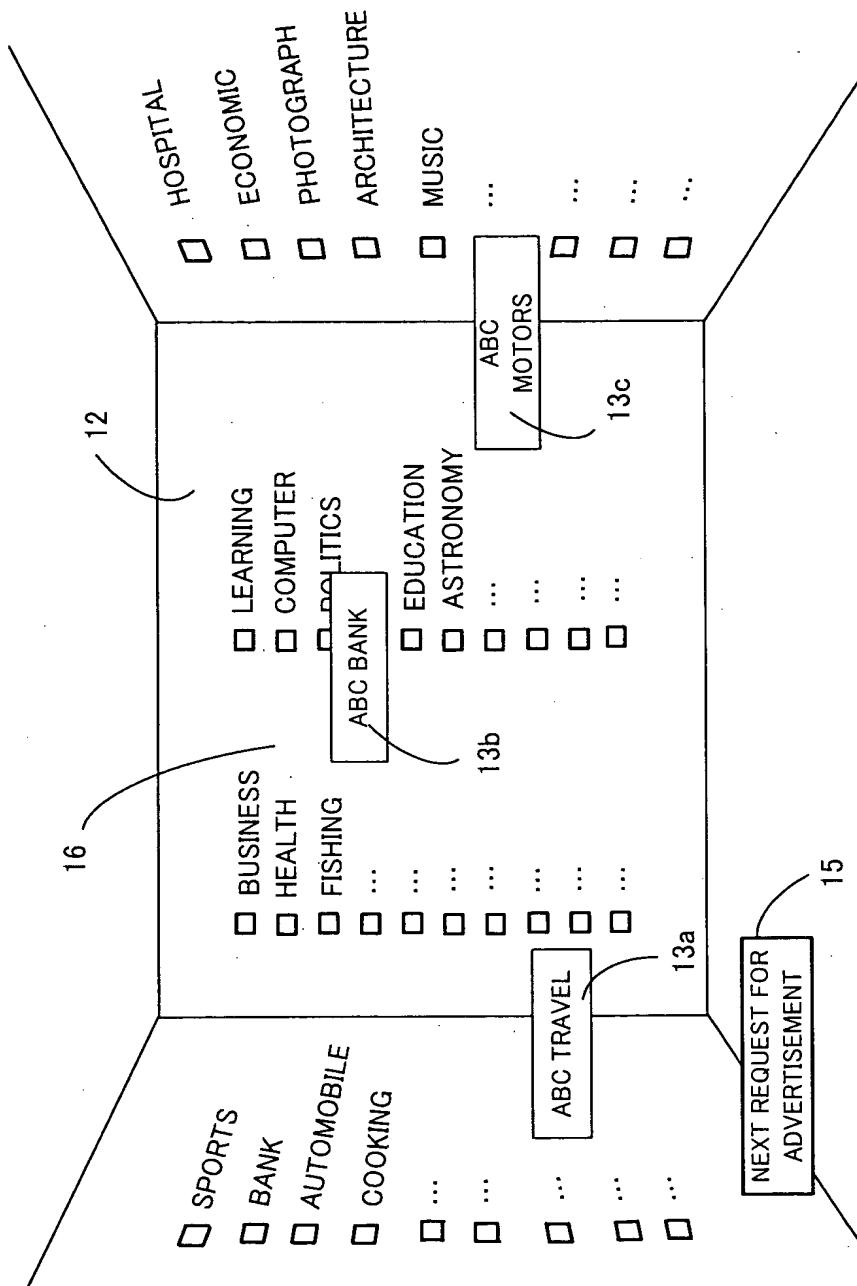


FIG. 7





8
FIG.

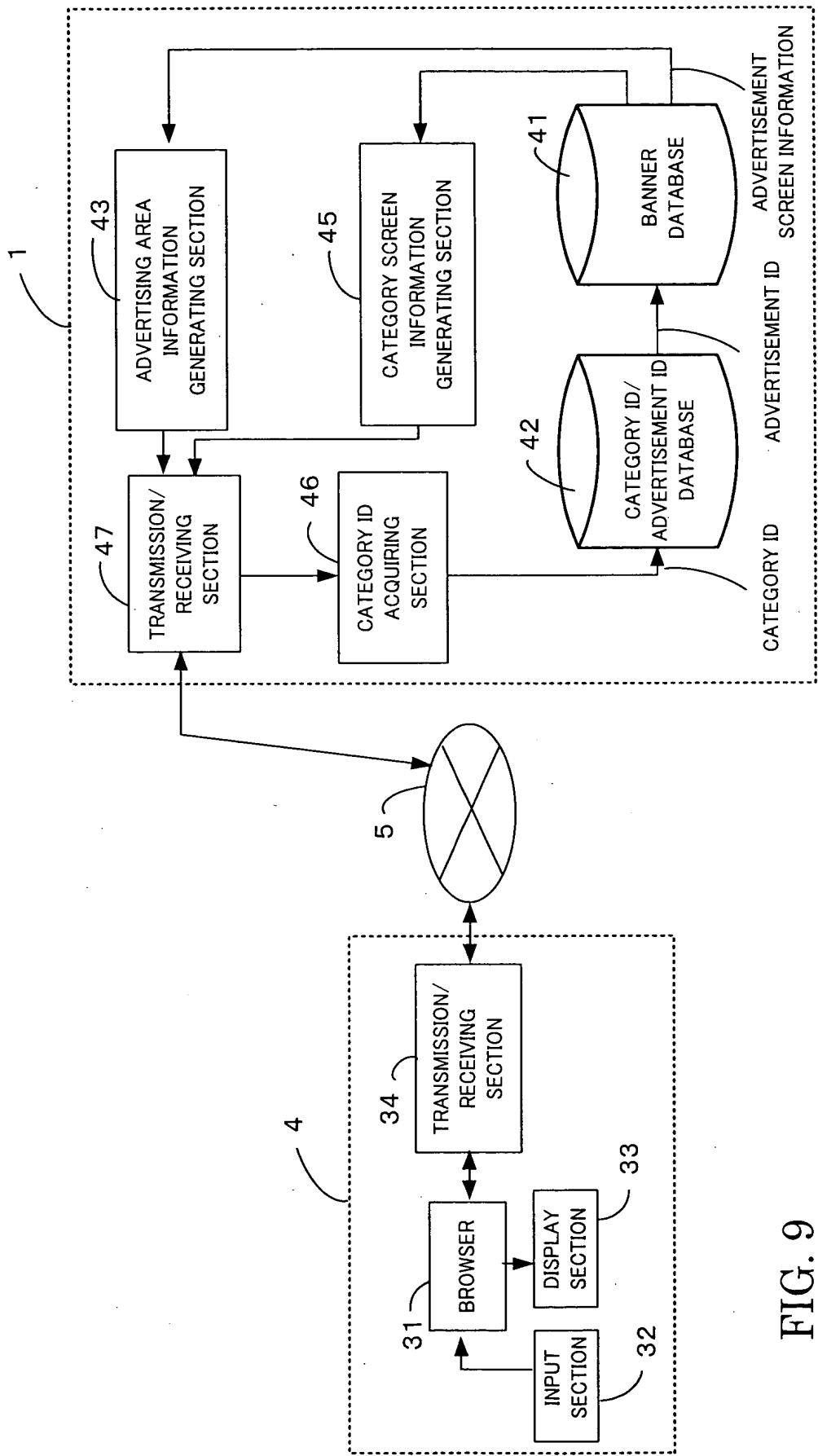


FIG. 9

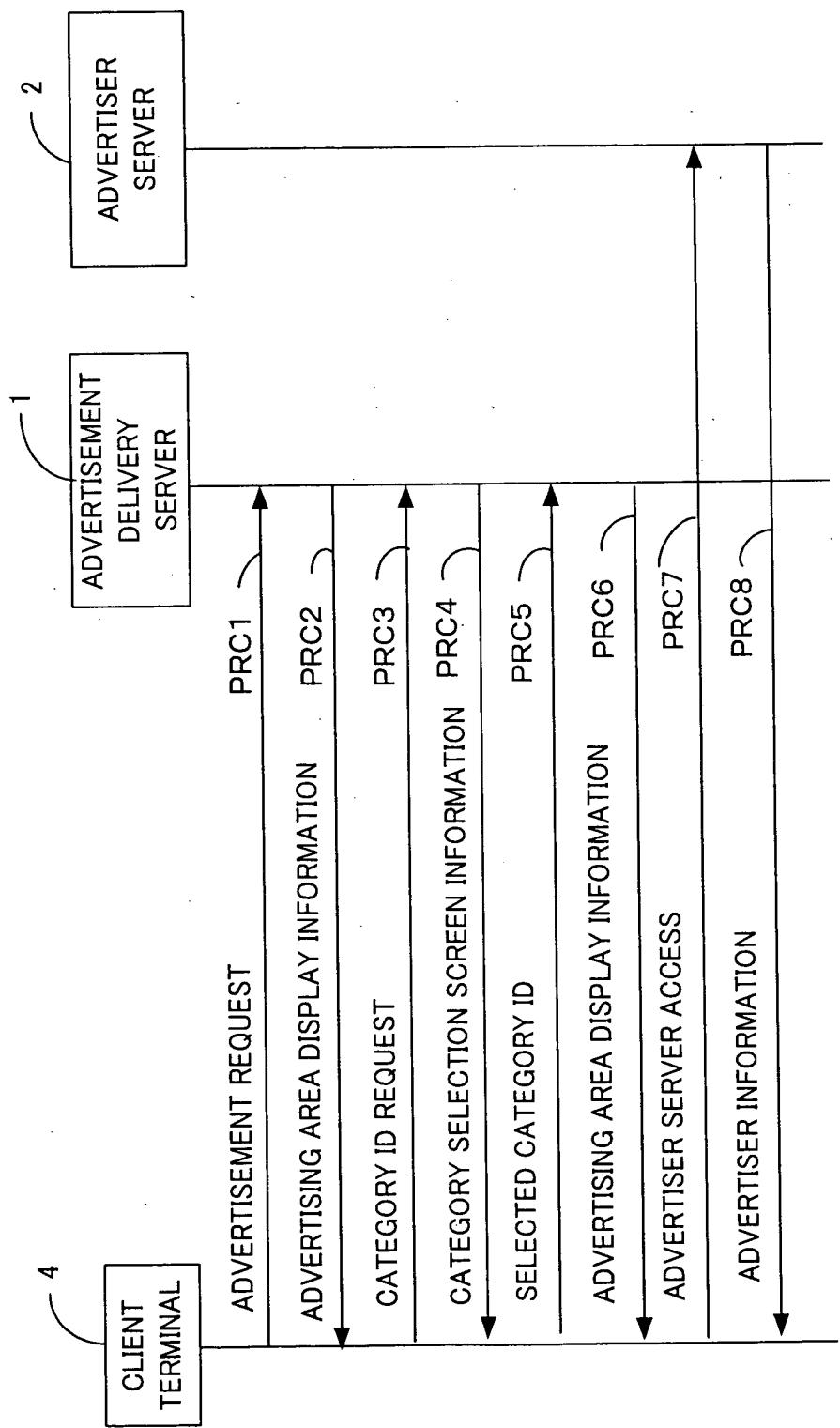


FIG. 10

FIG. 1 1

Advertisement ID	Advertisement Name	Advertisement Contents Information	Advertiser's Web Page Address
1	ABCTravel	travel01.gif	http://ABCtravel.com
2	ABC Bank	bank01.gif	http://ABCbank.com
3	ABC Motors	car01.gif	http://ABCmotor.com
4	DEFTravel	travel02.gif	http://DEFtravel.com
5	DEF Motors	car02.gif	http://DEFmotor.com
6	ABCSports	sport01.gif	http://ABCsport.com
7	DEF Bank	bank02.gif	http://DEFbank.com
8	GHI Motors	car03.gif	http://GHImotor.com
9	DEFSports	sport02.gif	http://DEFsport.com

FIG. 1 2

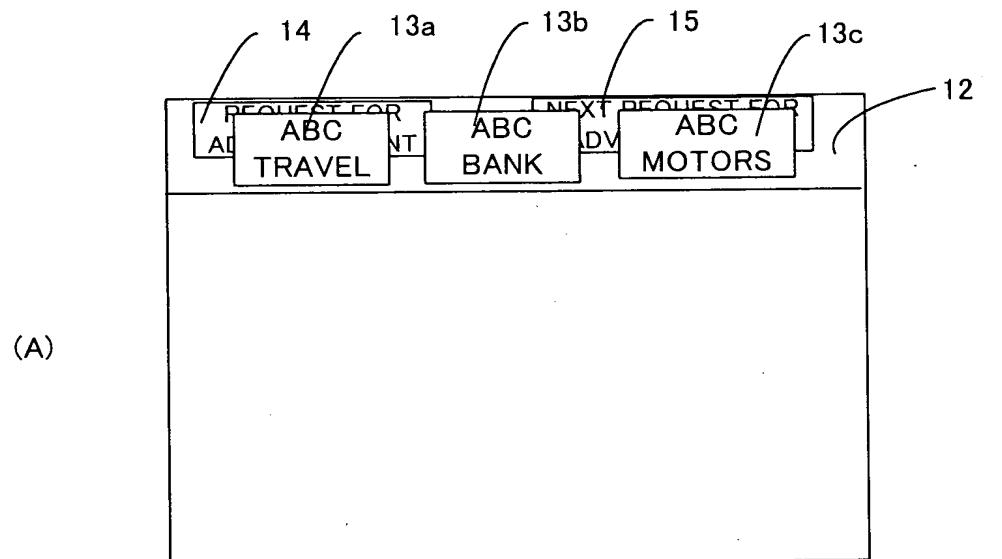
Advertisement ID	Advertisement Contents Information	Advertiser's Web Page Address
1	travel01.gif	http://ABCtravel.com
2	bank01.gif	http://ABCbank.com
3	car01.gif	http://ABCmotor.com
4	travel02.gif	http://DEFtravel.com
5	car02.gif	http://DEFmotor.com
6	sport01.gif	http://ABCsport.com
7	bank02.gif	http://DEFbank.com
8	car03.gif	http://GHImotor.com
9	sport02.gif	http://DEFsport.com

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FIG. 13

FIG. 14

FIG. 15



(B)

```
<HTML>
<HEAD>
.....
<BODY>
.....
<A HREF=.....><IMG SRC=.....></A> 18a
<A HREF=.....><IMG SRC=.....></A> 18b
<A HREF=.....><IMG SRC=.....></A> 18c
.....
.....
<BODY>
<HTML>
```

FIG. 1 6

Advertisement ID	Advertisement Name	Category ID	Category Name	Advertisement Contents Information	Advertiser's Web Page Address
1	ABC Travel	2	Travel	travel01.gif	http://ABCtravel.com
2	ABC Bank	3	Finance	bank01.gif	http://ABCbank.com
3	ABC Motors	1	Automobile	car01.gif	http://ABCmotor.com
4	DEF Travel	2	Travel	travel02.gif	http://DEFtravel.com
5	DEF Motors	1	Automobile	car02.gif	http://DEFmotor.com
6	ABC Sports	4	Sports	sport01.gif	http://ABCsport.com
7	DEF Bank	3	Finance	bank02.gif	http://DEFbank.com
8	GHI Motors	1	Automobile	car03.gif	http://GHImotor.com
9	DEF Sports	4	Sports	sport02.gif	http://DEFsport.com

FIG. 1 7

Advertisement ID	Category ID	Advertisement Contents Information	Advertiser's Web Page Address
1	2	travel01.gif	http://ABCtravel.com
2	3	bank01.gif	http://ABCbank.com
3	1	car01.gif	http://ABCmotor.com
4	2	travel02.gif	http://DEFtravel.com
5	1	car02.gif	http://DEFmotor.com
6	4	sport01.gif	http://ABCsport.com
7	3	bank02.gif	http://DEFbank.com
8	1	car03.gif	http://GHImotor.com
9	4	sport02.gif	http://DEFsport.com

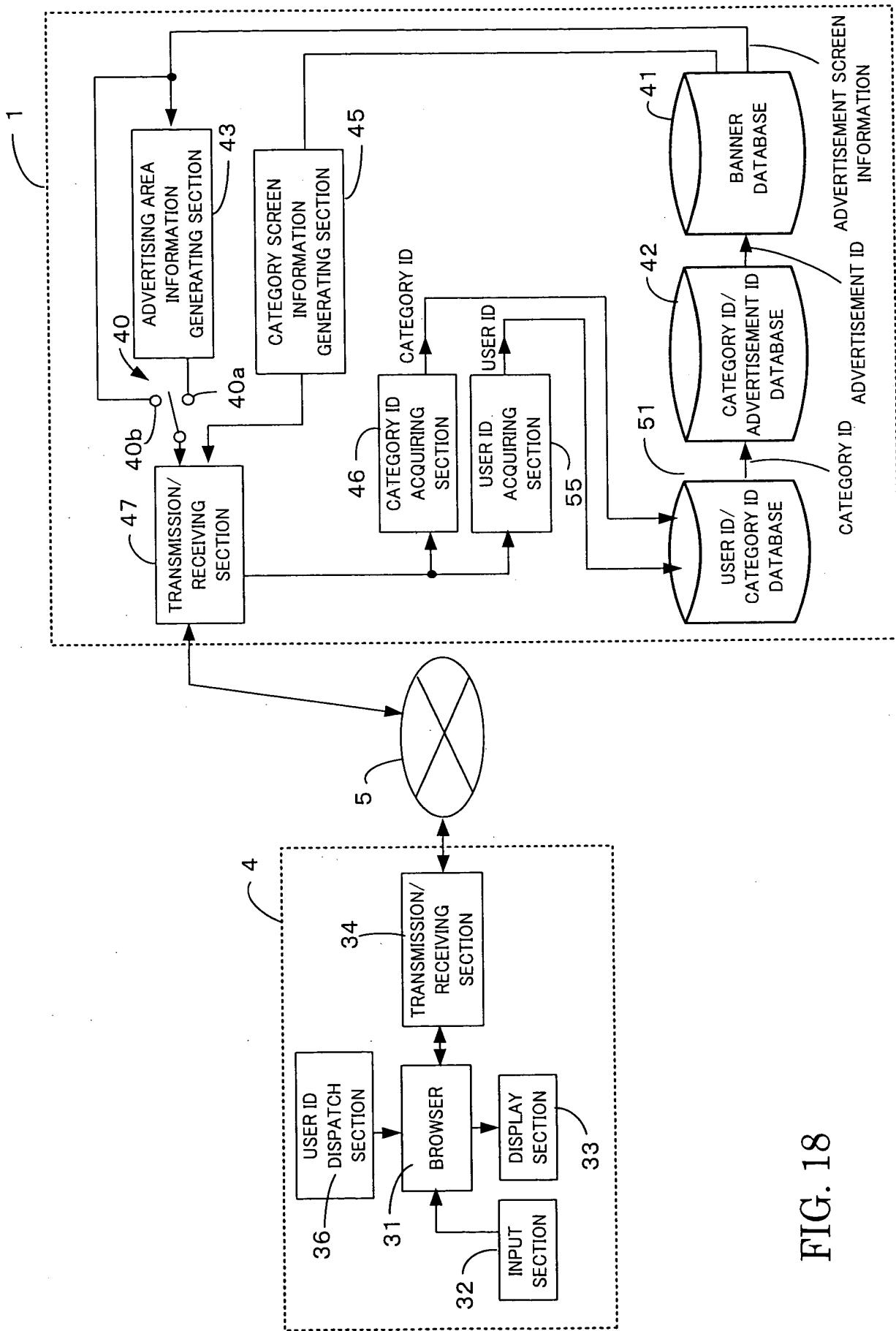


FIG. 18

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FIG. 1 9

User ID	User Name	Selected Category ID	Category ID
1	SUZUKI	Automobile	1
2	SATO	Travel	2
3	TANAKA	Automobile, Finance	3,4,
4	FUKUDA	Sports	4

FIG. 2 0

User ID	Category ID
1	1
2	2
3	3,4
4	4

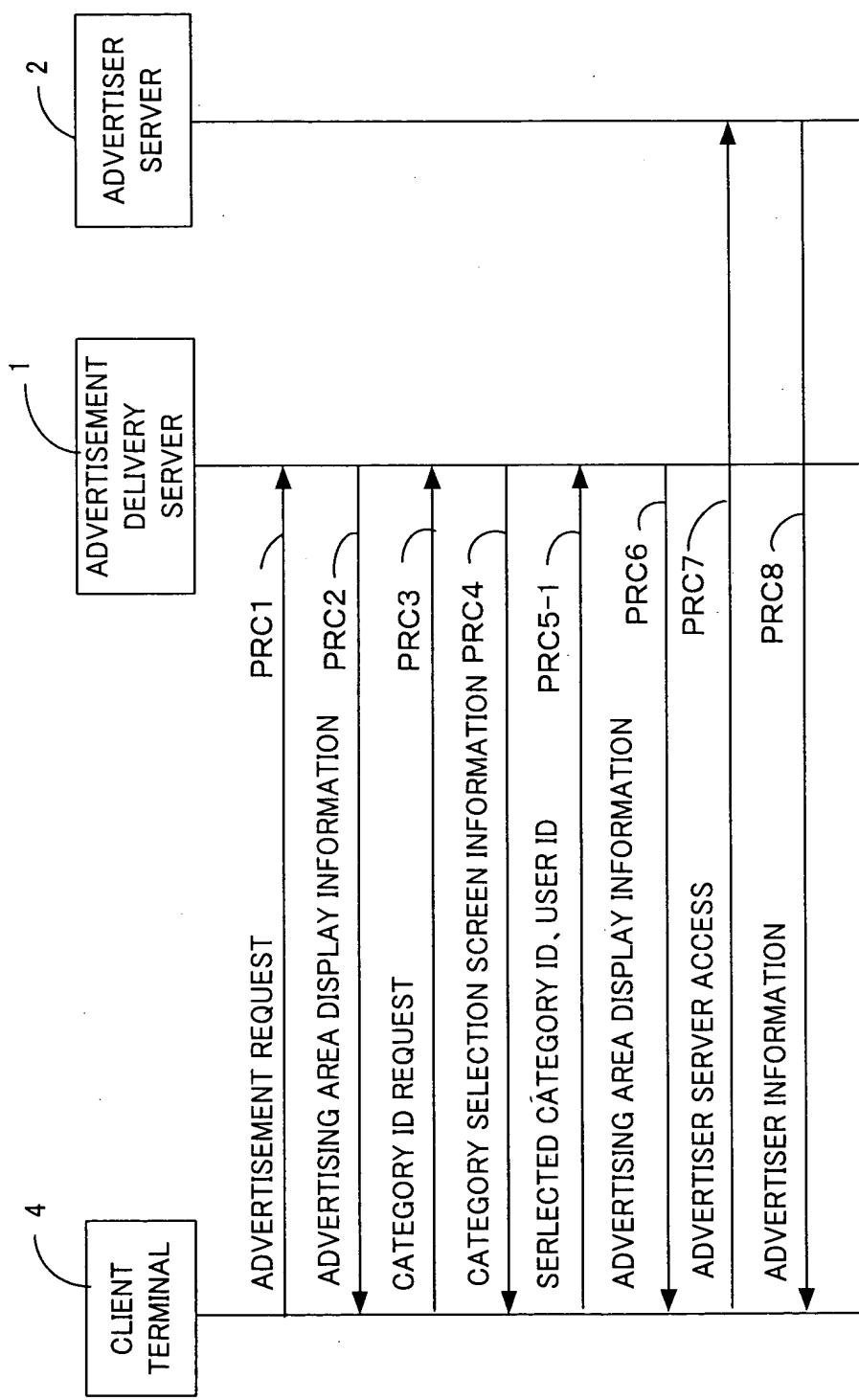


FIG. 21

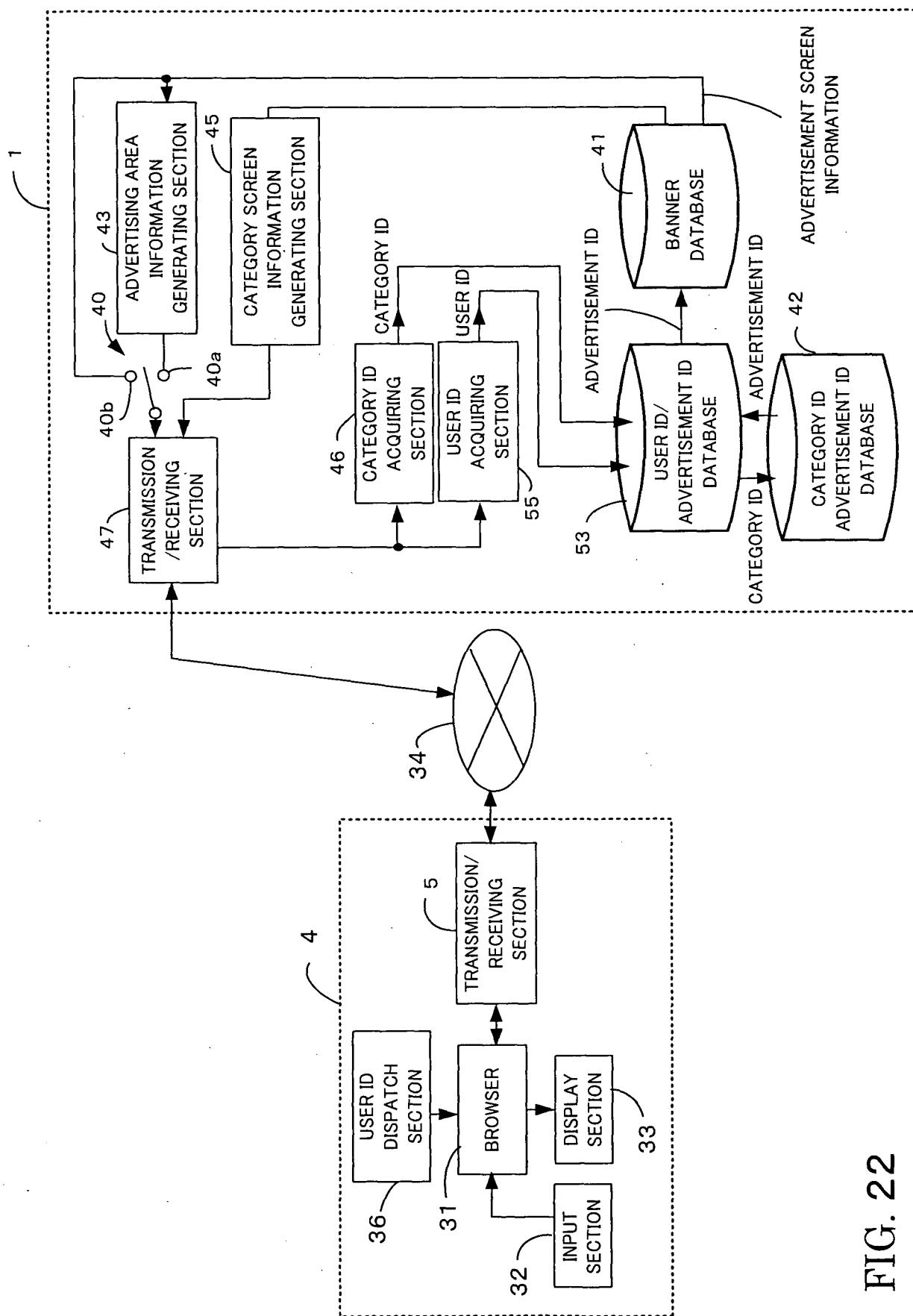


FIG. 22

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Inventors: Hiromitsu TAKAYAMA
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FIG. 23

FIG. 24

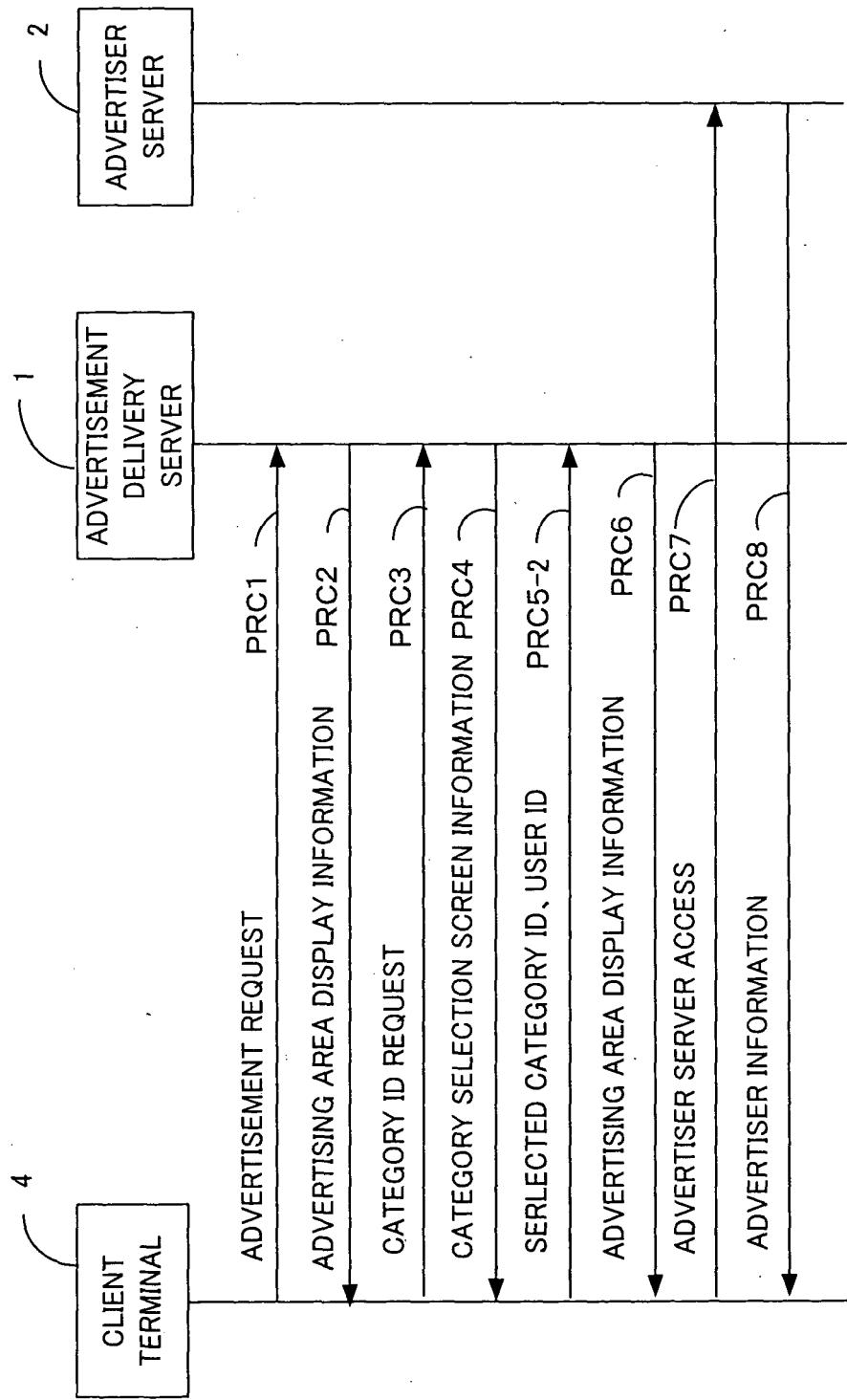
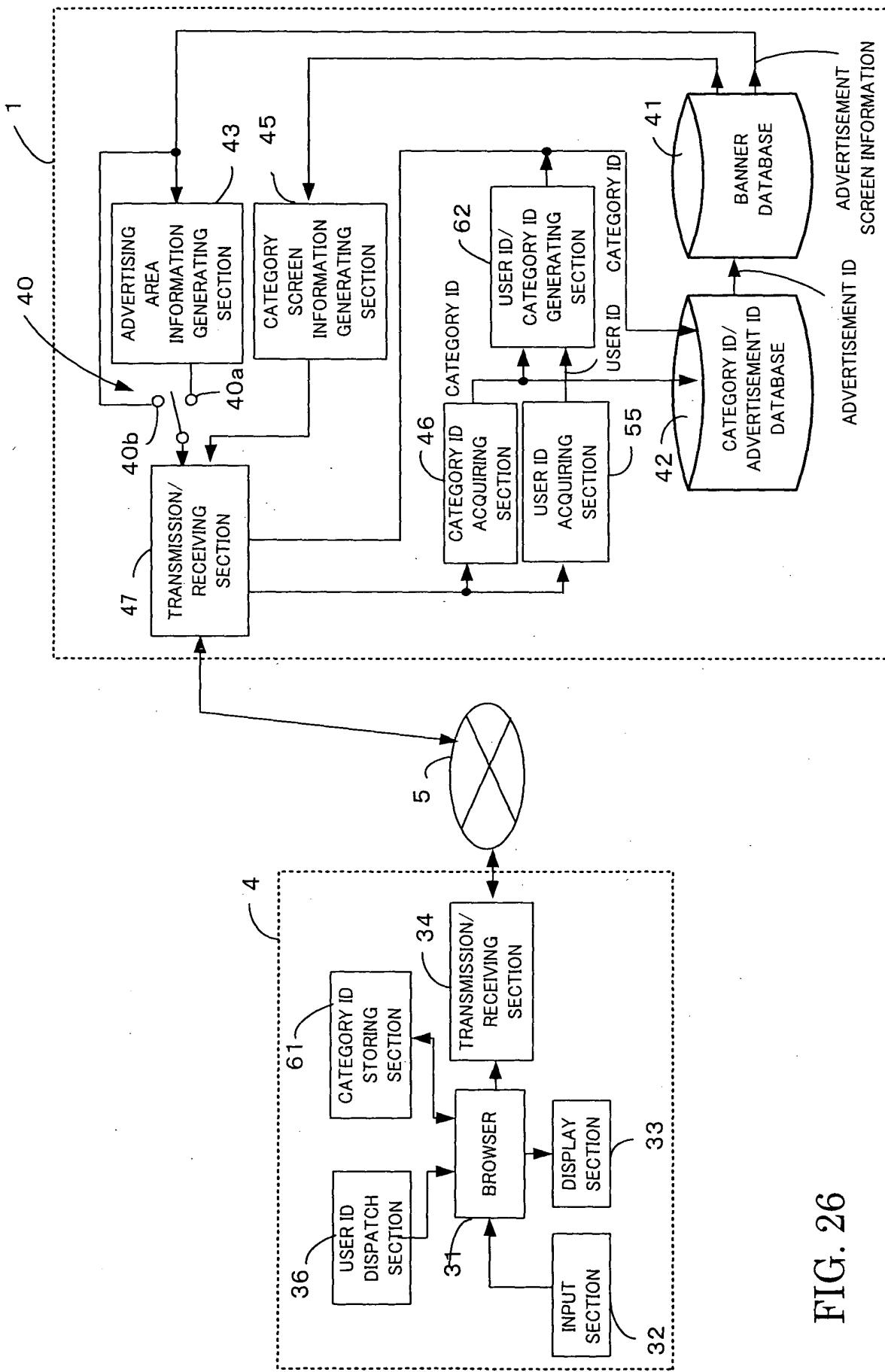


FIG. 25



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FIG. 27

User ID	User Name	Selected Category ID
1	SUZUKI	1

FIG. 30

User ID	User Name	Selected Advertisement ID
1	SUZUKI	3,5,8,...

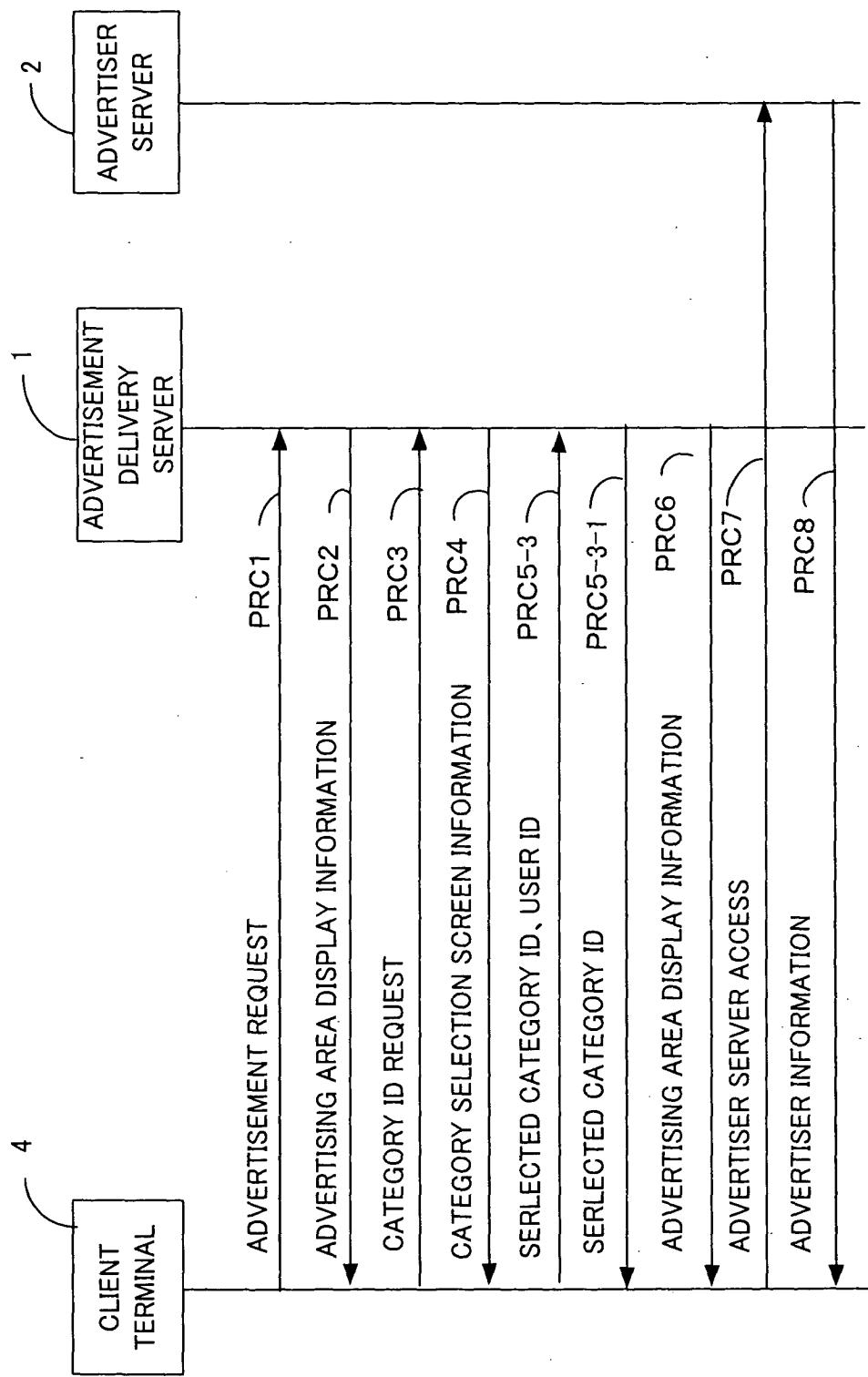


FIG. 28

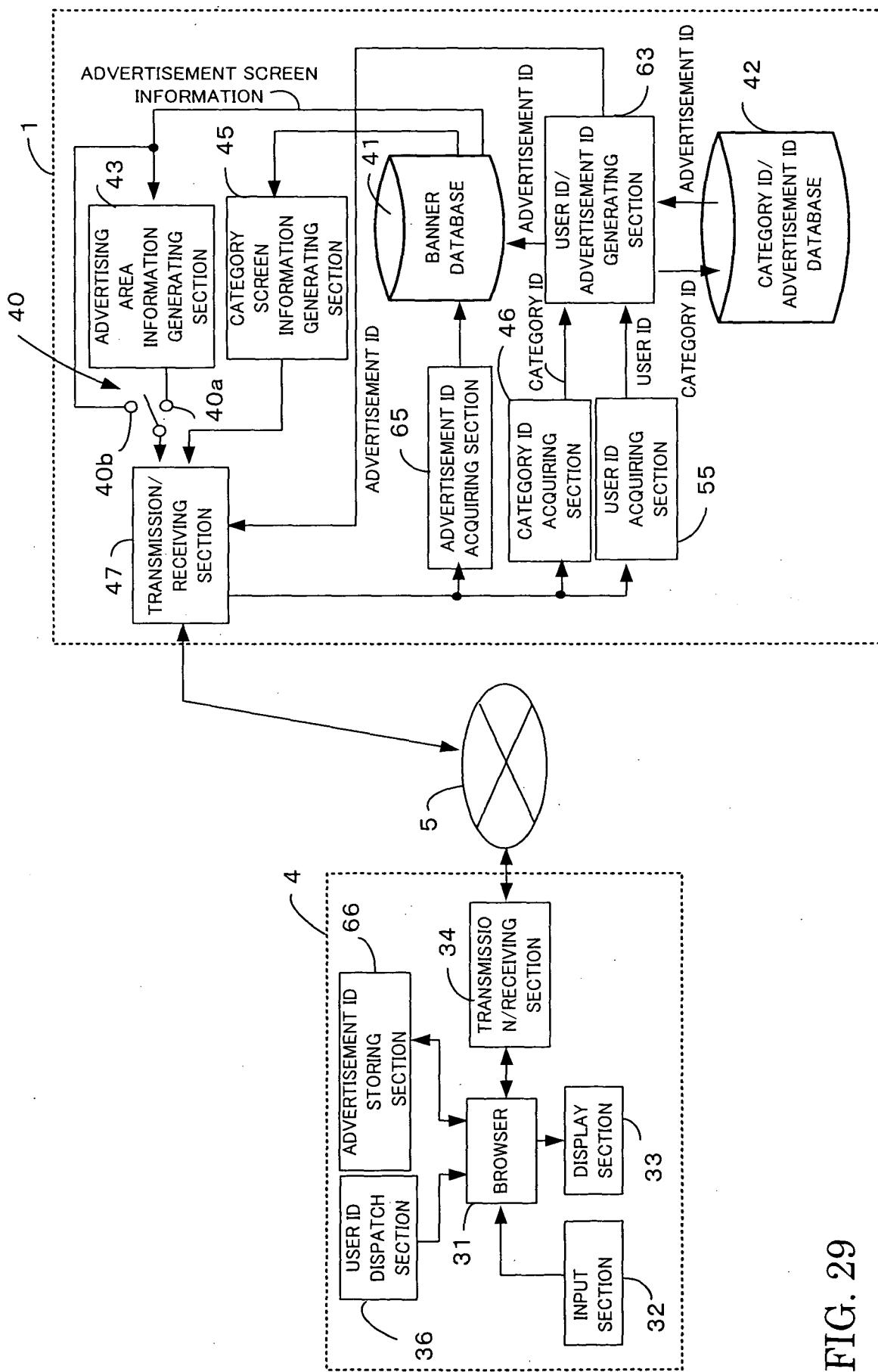


FIG. 29

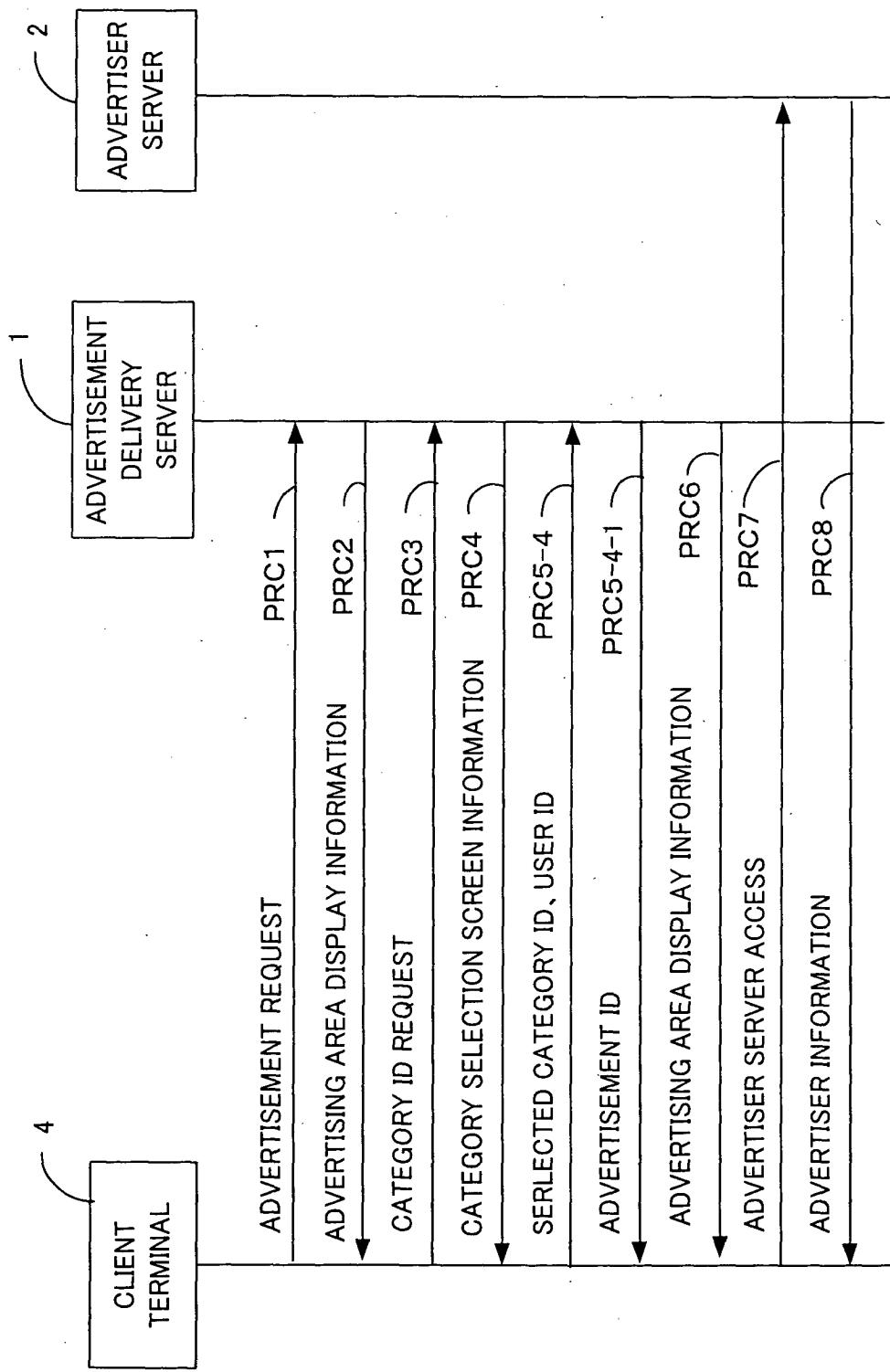


FIG. 31

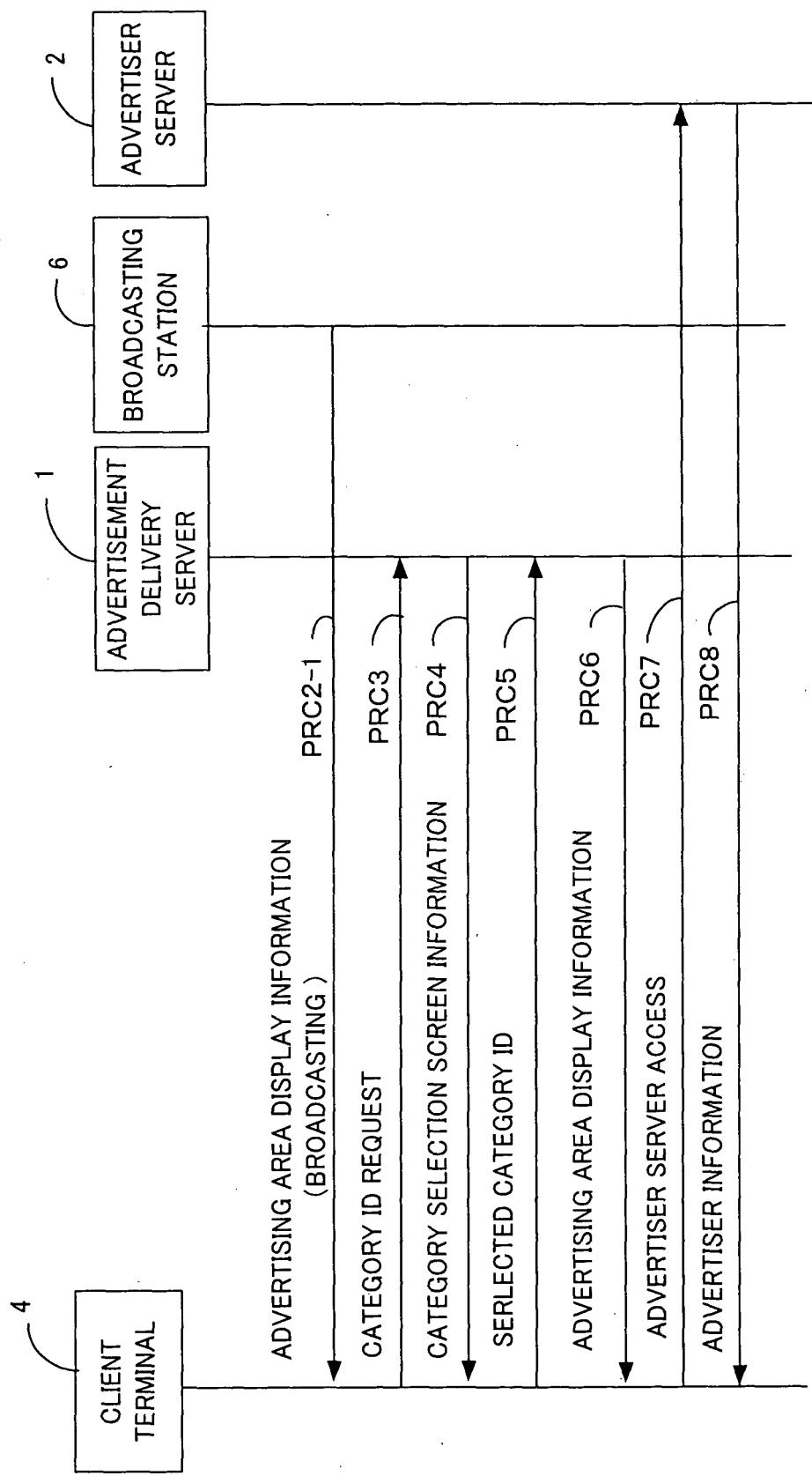


FIG. 32

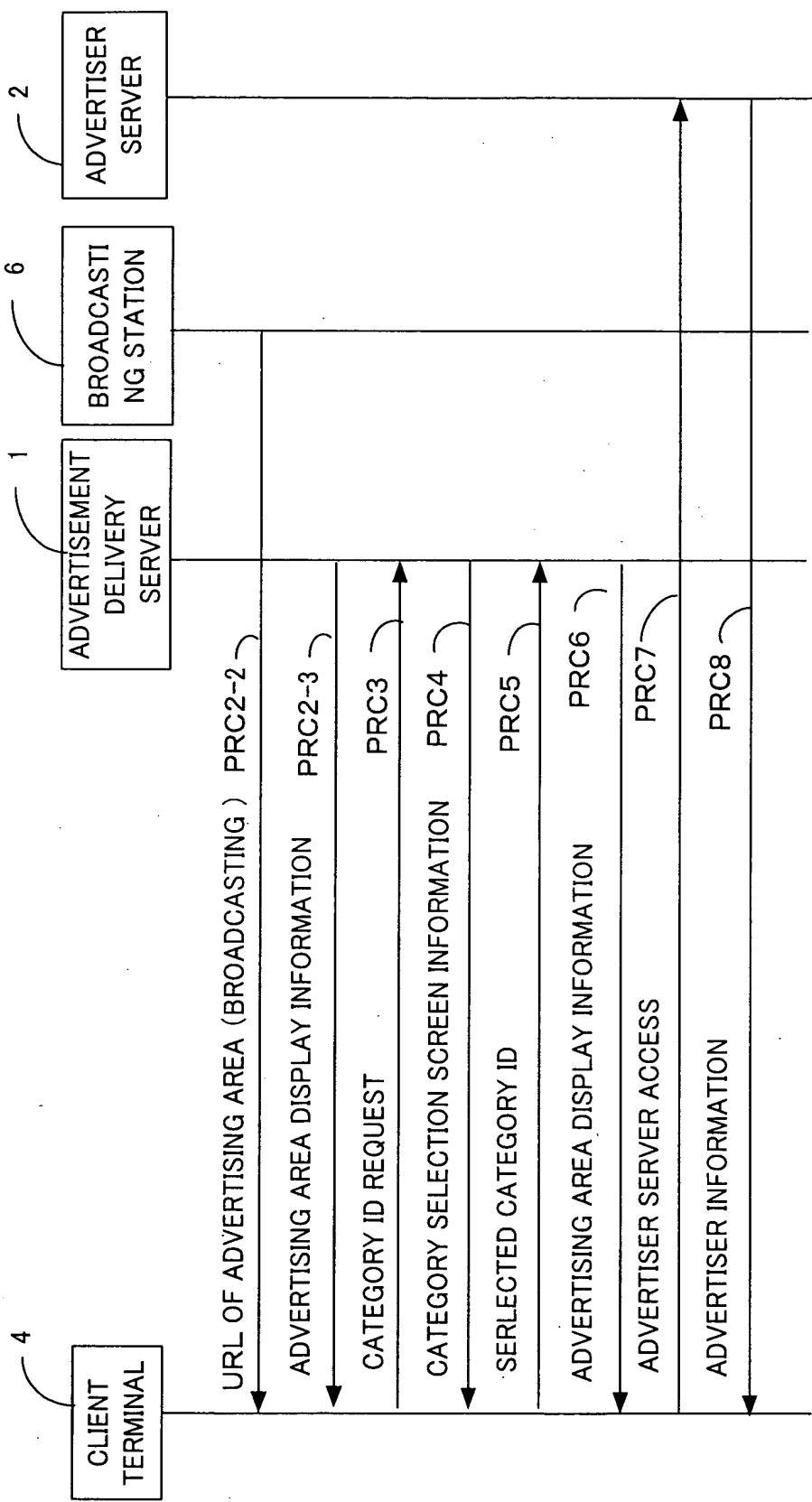
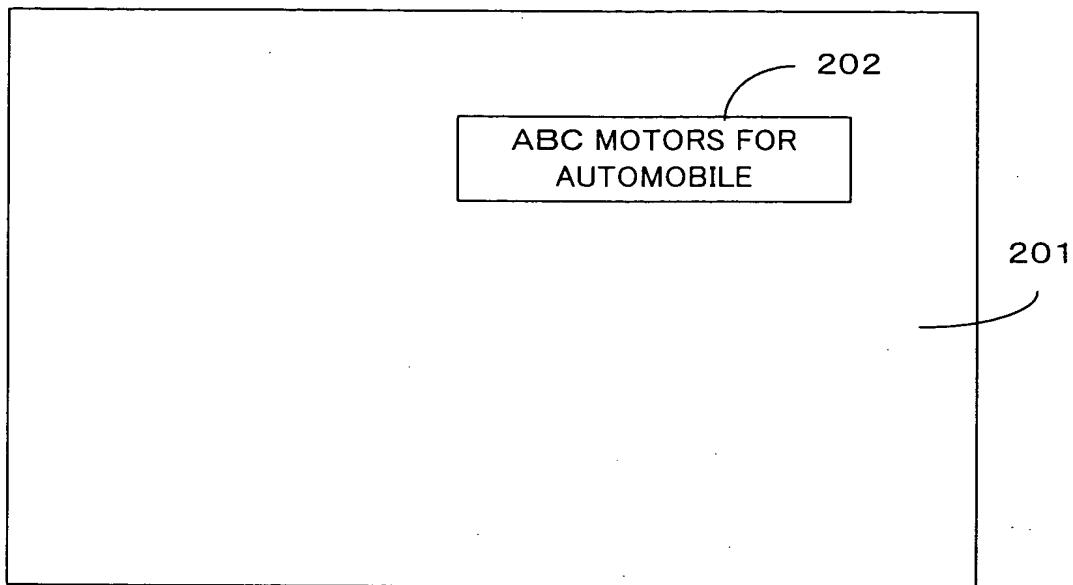


FIG. 33

Title: ADVERTISEMENT DELIVERY METHOD AND SYSTEM
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FIG. 34

(A)



(B)

